



**WASHINGTON  
BEER & WINE  
WHOLESALE ASSOCIATION**

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January 29, 1991

Mike Murphy, Member  
Washington State Liquor Control Board  
Capitol Plaza Building  
Olympia, Wa. 98504

*Base on facts  
Research*  
**PRIORITY**

Dear Mike:

Yesterday I appeared on the Seattle Today television program with Dr. Bergman of the Washington State Medical Association, debating, once again the subject of alcohol beverage, and particularly beer advertising.

Finally, after many such debates, interviews, articles and testimony on the subject by all concerned, Dr. Bergman finally revealed the plain and simple truth on his Association's proposals before both the Board and the Washington Legislature.

In response to the host's direct question, "What proof do you have that these (beer) advertisements are affecting teenagers directly?", Dr. Bergman replied, "I don't have proof." He went on to say (in part) that "scientific studies on the subject would be impossible."

We agree with Dr. Bergman's first point. He doesn't have proof that these ads effect kids in any way and proof doesn't exist. There are however, many scientific studies which "prove" there is no effect of advertising on either consumption or abuse by anyone.

In 1988, Professor Reginald Smart of the Addiction Research Foundation reviewed all existing scientific research on the subject and wrote, "The evidence indicates that ad bans do not reduce alcohol sales, total advertising expenditures have no reliable correlation with sales of alcoholic beverages and studies show no effect of advertising on consumption."

In 1985, a Federal Trade Commission investigation said, "Our review on the quantitative effect of alcohol advertising on consumption and abuse, found no reliable basis to conclude that alcohol advertising significantly affects consumption, let alone abuse."

And finally, a 1983 survey of alcohol research data by the bipartisan Congressional Office of Technology Assessment said, "The most reliable predictor of drinking among youths is the drinking behavior of their parents, although peers have an important influence."

*104th STUDY*

WBW-004130

<b>PLAINTIFF'S EXHIBIT</b>	
CASE NO.	<b>CV04-0360F</b>
EXHIBIT NO.	<b>091</b>

EXHIBIT NO. 222 Date: 8/1/05  
Deposition Of Phillip Wayt  
CONNIE CHURCH, Court Reporter

WBWV-004130

Therefore, I once again state The Washington Beer & Wine Wholesalers Association opposition to the proposed regulation changes before you and sincerely hope you will see through the emotional, but flawed information presented in the past by the proponents of the regulation change, and vote no tomorrow morning.

Regulations currently say (in part) that all advertising "must be in good taste----shall not promote over-consumption----and, shall not contain anything to appeal to anyone under legal drinking age."

We feel these existing regulations are more than adequate to protect all Washington residents, both young and old. Beer ads don't cause abuse or illegal consumption just as automobile ads don't cause highway death and soft drink ads don't cause tooth decay. Therefore, further regulation or bans (as being considered by the Legislature) won't be effective and aren't needed.

Thank you for your consideration.

Sincerely,



Phillip H. Wayt

WBW-004131

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